



Why Get Trained?

Training with the Food Finance Institute (FFI) is for anyone interested in taking Food and Beverage (FaB) businesses to the next level. We support all training participants with the resources, tools and mentorship they need to help food and value added agriculture businesses around the country optimize their business models and raise the money they need to grow. In the past 3 years, FFI has helped more than 50 FaB businesses do just that.

Your Instructor



Tera Johnson is a former food company CEO and serial entrepreneur whose mission is to create the next generation of economically regenerative food and farming businesses. The Founder of teraswhey®, Tera participated in the full arc of creating and selling a successful investor-financed food company. Now the Founder and Director of [FFI](#), Tera is a national speaker, teacher, and financial consultant to food and farming businesses, consultants, social venture funds, and investors.

Learning Objectives

Following these sessions with Tera, attendees will be able to help their food company clients:

- Optimize their business model for profitability
- Work with financial metrics to develop a financial plan and capital structure to support their growth
- Navigate the process of raising appropriate debt, strategic investments, and equity
- Act as a “coach” that leverages their network and other resources in their community to support the fundraising process

Upcoming Training Dates

FFI has upcoming trainings open to consultants working with FaB clients, as part of its work with the USDA. The trainings will be held at the [Pyle Center](#) in Madison, WI, with tuition free of charge. A box lunch will also be provided but you are responsible for your own travel and accommodations if you need them.

- **Level 1: Food Consultant Training and Certification** – *Market Trends/Market Research in Food, Business Model Optimization, and Capital Structure*
When: Thu 5/18 – Fri 5/19 2017 (All Day) *Deadline to register:* April 21, 2017
Download a sample agenda [here](#), and express your interest in getting trained [here](#).
- **Level 2: Food Financial Analyst Training and Certification** – *Packaging Fundraising Requests and Understanding the Legal/Financial Implications of Raising Equity*
When: Thu 6/22 – Fri 6/23 2017 (All Day) *Deadline to register:* June 2, 2017
Download a sample agenda [here](#), and express your interest in getting trained [here](#).

To learn more: Call Zac, FFI Program Manager at 608-890-0780, visit [FFI's website](#), or subscribe to our [podcast](#). You can view the current list of [FFI trained consultants](#) (32 as of this date).